



WPTV

ORDER

Print Date 10/31/12

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Flight Dates 11/01/12-11/02/12

Contract / Revision 316450 /

Original Date / Revision
10/31/12 10/31/12

Advertiser FDP - 3 Pack Abruzzo, Sach:

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Product

Florida Democratic Party

Agency Com 15%

Billing Contact Pam Newby

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1420

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

| Account Executive | Order% | Start Date | End Date |
|----------------------|--------|------------|----------|
| Marta Salazar-Perren | 100% | | |

Order Share % Market Value

| Competing Station | % of Order | Amount |
|-------------------|------------|--------|
| CABLE | % | |
| UNKWN | 100% | |
| WFGC | % | |
| WFLX | % | |
| WPBF | % | |
| WPEC | % | |
| WPPB | % | |
| WPXP | % | |
| WTCE | % | |
| WTCN | % | |
| WTVX | % | |
| WXEL | % | |

Order Totals

Billing Plan

| Month | # of Spots | Net Amount | Gross Amount | Rating | Start Date | End Date | # Spots | Net Amount | Gross Amount |
|---------------|------------|-------------|--------------|--------|------------|----------|---------|-------------|--------------|
| November 2012 | 27 | \$25,797.50 | \$30,350.00 | 0.00 | 10/29/12 | 11/02/12 | 27 | \$25,797.50 | \$30,350.00 |
| Totals | 27 | \$25,797.50 | \$30,350.00 | 0.00 | | | | | |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Totals Spots Amount | |
|-----|------|-------------------|-----------------|----------------------|-------|-------------------|---------|-------------|-------|---------------|-----|------|------|------------------------|------------|
| N 1 | WPTV | 11/01/12 | 11/01/12 | M-F 5-6a M-F 5-6a | CM | 5-6a | ---T--- | :30 | 1 | \$500.00 | FX | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/29/12 | 11/04/12 | ---T--- | | 1 | | \$500.00 | | 0.00 | | | | | |
| N 2 | WPTV | 11/01/12 | 11/02/12 | M-F 6-7a M-F 6-7a | CM | 6-7a | ---11-- | :30 | 2 | \$1,200.00 | FX | 0.00 | NM | 2 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| | | Week: 10/29/12 | 11/04/12 | ---11-- | | 2 | | \$1,200.00 | | 0.00 | | | | | |
| N 3 | WPTV | 11/01/12 | 11/02/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | ---11-- | :30 | 2 | \$1,500.00 | FX | 0.00 | NM | 2 | \$3,000.00 |



WPTV

Print Date: 10/31/12

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Contract / Revision **316450** Flight Dates **11/01/12-11/02/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1420**

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|----------------------------------|-------|----------------|----------|-----|-------------------|-------------|-----|---------------|---------------|------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N 3 | WPTV | 11/01/12 | 11/02/12 | M-F 7-9a M-F 7-9a | CM | 7-9a | --- 11-- | :30 | 2 | \$1,500.00 | FX | 0.00 NM | 2 | \$3,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$1,500.00 | | 0.00 | | |
| N 4 | WPTV | 11/01/12 | 11/02/12 | M-F 9-10a M-F 9-10a | CM | 9-10a | --- 11-- | :30 | 2 | \$650.00 | FX | 0.00 NM | 2 | \$1,300.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$650.00 | | 0.00 | | |
| N 5 | WPTV | 11/01/12 | 11/02/12 | M-F 12p NEWS M-F 12n-1p | CM | 12-1p | --- 11-- | :30 | 2 | \$500.00 | FX | 0.00 NM | 2 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$500.00 | | 0.00 | | |
| N 6 | WPTV | 11/01/12 | 11/02/12 | M-F 1235-135a Jimmy Fallon | CM | 1235-0135a | --- 11-- | :30 | 2 | \$225.00 | FX | 0.00 NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$225.00 | | 0.00 | | |
| N 7 | WPTV | 11/01/12 | 11/02/12 | M-F 5-530p M-F 5-530p | CM | 5-530p | --- 11-- | :30 | 2 | \$1,600.00 | FX | 0.00 NM | 2 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$1,600.00 | | 0.00 | | |
| N 8 | WPTV | 11/01/12 | 11/02/12 | M-F 530-6p M-F 530-6p | CM | 530-6p | --- 11-- | :30 | 2 | \$1,600.00 | FX | 0.00 NM | 2 | \$3,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$1,600.00 | | 0.00 | | |
| N 9 | WPTV | 11/01/12 | 11/02/12 | M-F 6-630p M-F 6-630p | CM | 6-630p | --- 11-- | :30 | 2 | \$1,800.00 | FX | 0.00 NM | 2 | \$3,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$1,800.00 | | 0.00 | | |
| N 10 | WPTV | 11/01/12 | 11/02/12 | M-F 7-730p M-F 7-730p | CM | 7-730p | --- 11-- | :30 | 2 | \$950.00 | FX | 0.00 NM | 2 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$950.00 | | 0.00 | | |
| N 11 | WPTV | 11/01/12 | 11/02/12 | M-F 730-8p M-F 730-8p | CM | 730-8p | --- 11-- | :30 | 2 | \$950.00 | FX | 0.00 NM | 2 | \$1,900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$950.00 | | 0.00 | | |
| N 12 | WPTV | 11/01/12 | 11/02/12 | M-F 11-1135p M-F 11-1135p | CM | 11-1135p | --- 11-- | :30 | 2 | \$1,400.00 | FX | 0.00 NM | 2 | \$2,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$1,400.00 | | 0.00 | | |
| N 13 | WPTV | 11/01/12 | 11/02/12 | M-F 1135p-1235a Tonight Show | CM | 1135p-1235a | --- 11-- | :30 | 2 | \$575.00 | FX | 0.00 NM | 2 | \$1,150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | --- 11-- | | | | | 2 | \$575.00 | | 0.00 | | |
| N 14 | WPTV | 11/02/12 | 11/02/12 | Friday Prime C Friday Prime C | CM | 10-11p | ---- F-- | :30 | 1 | \$2,500.00 | FX | 0.00 NM | 1 | \$2,500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |
| Week: | | 10/29/12 | 11/04/12 | ---- F-- | | | | | 1 | \$2,500.00 | | 0.00 | | |
| N 15 | WPTV | 11/02/12 | 11/02/12 | Friday Prime B Friday Prime B | CM | 9-10p | ---- F-- | :30 | 1 | \$1,450.00 | FX | 0.00 NM | 1 | \$1,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | |



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Print Date: 10/31/12

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Contract / Revision **316450** Flight Dates **11/01/12-11/02/12**

Hiatus Dates

Original Date / Revision 10/31/12/ 10/31/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Sac** Product **Florida Democratic Party** Estimate # **1420**

| | | | | | | | | | | | | | <u>Totals</u> | |
|-------|------|-------------------|-----------------|----------------------------------|-------------------|----------------|-------------|-----|---------------|------------|-----|----------|---------------|----------------|
| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg Type | Spots | Amount |
| N15 | WPTV | 11/02/12 | 11/02/12 | Friday Prime B Friday Prime B | CM | 9-10p | ----F-- | :30 | 1 | \$1,450.00 | FX | 0.00 NM | 1 | \$1,450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | <u>Spots/Week</u> | | <u>Rate</u> | | <u>Rating</u> | | | | | |
| Week: | | 10/29/12 | 11/04/12 | ----F-- | 1 | | \$1,450.00 | | 0.00 | | | | | |
| | | | | | | | | | | | | | Totals | 27 \$30,350.00 |